

**Client** Motor Accident Commission  
**Project** Pedestrian Safety 4 x 30  
**Title** Out of nowhere  
**Writer** Patrick O'Reilly  
**Date** 29/3/18

**Campaign:** Taken Out - Motor Accident Commission (Pedestrian Safety)

**Synopsis:** With the use of sound engineering and the element of surprise these spots remind listeners of the unpredictable nature of pedestrians.

**Idea:** Out of nowhere.

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### **OUT OF NOWHERE (MASTER)**

**Man:** Pedestrians can be pretty random.

SFX: Car starts and begins driving.

**Girl:** (*Running*) I might suddenly chase my ball onto the road.

**Drunk Man:** (*Stumbling*) I might stumble out of the pub and onto the street.

**Elderly Woman:** (*In the distance*) I might be moving slower than you think.

SFX: Car driving 60km/h.

**Man:** So when you're at the wheel be aware of surroundings, look for pedestrians...

(*Closer, the audio gets louder*) ...and be ready to stop! (scared as if car is coming)

SFX: Brakes slammed on, tyres screeching.

### **Pause**

**Man:** Watch out, before you take out, a pedestrian. (straight)

A message from the Motor Accident Commission

...and the Government of South Australia.

**OUT OF NOWHERE (CHILDREN)**

**Boy:** You never know where a kid pedestrian might appear from.

SFX: Car starts and begins driving.

**Boy:** *(Between cars)* I could run out from between two parked cars.

**Girl:** *(Running)* Or suddenly chase my ball onto the road.

**Girl:** *(In the distance)* And coz' we're small, you might not see us, until it's too late.

SFX: Car driving 60km/h.

**Boy:** So when you're near schools and playgrounds make sure you're looking...

*(Closer, the audio gets louder)* ...and be ready to stop! (scared as if car is coming)

SFX: Brakes slammed on, tyres screeching.

**Pause**

**Boy:** Watch out, before you take out, a pedestrian. (straight)

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**OUT OF NOWHERE (ELDERLY)**

**Elderly Woman:** Elderly pedestrians move slower than they used to.

SFX: Car starts and begins driving.

**Elderly Woman:** *(In the distance)* That means even if I'm crossing here.

**Elderly Man:** *(Close up)* I could still be on the road by the time you get to me.

**Elderly Man:** *(In the distance)* And because we don't bounce back, getting hit - hurts.

SFX: Car driving indicator, carpark speeds.

**Elderly Woman:** So when you're in carparks or near crossings be aware...

*(Closer, the audio gets louder)* ...and be ready to stop! (scared as if car is coming)

SFX: Brakes slammed on, tyres screeching.

**Pause**

**Elderly Woman:** Watch out, before you take out, a pedestrian. (straight)

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**OUT OF NOWHERE (DRINKERS)**

**Drunk Man:** A drunk pedestrian isn't looking out for cars.

SFX: Car starts and begins driving.

**Drunk Man:** *(Sound from left speaker)* I'm here mucking around with the lads.

**Drunk Woman:** *(Stumbling)* Or stepping out of the club - right onto the street.

**Drunk Woman:** *(Stumbling)* And because we're drunk, we're unpredictable.

SFX: Trip and fall, phone drops.

**Drunk Man:** So when you're in the city at night near pubs and clubs, be on the lookout.

*(Closer, the audio gets louder)* ...and be ready to stop! (scared as if car is coming)

SFX: Brakes slammed on, tyres screeching.

**Pause**

**Drunk Man:** Watch out, before you take out, a pedestrian. (straight)

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